

Oxfordshire Joint Municipal Waste Management Strategy
Draft Action Plan 2010/11 -2012/13

No.	Actions	What is the outcome of the action?	SMART targets	What resources are required?	What are the risks associated with achieving this action?	When does the action need to be completed?	Who is responsible for the action?	LAA/NI priority
Policy 1 - The Oxfordshire Waste Partnership will encourage the efficient use of resources, reduce resource consumption and take responsibility for the wastes they produce.								
1.1	Use the new "Retrader" business waste exchange website to donate any unwanted items from council premises.	Greater reuse of materials through usage of the Retrader website	To facilitate a minimum of 300 exchanges by Jul 2011 and divert 1000 tonnes of waste from landfill.	Officer time, BREW centre grant funding for officer post and website development. £10k OWP match funding.	Website is not used by businesses.	Jul-10	Waste Reduction Projects Group	
1.2	Show case best practice on waste reduction and buying recycled to Oxfordshire residents & businesses.	OWP exemplar project presented to local community.	To publicise OWP in house waste reduction and buying recycled project findings by Jul 2011.	Officer time, plus marketing budget of approx £2,500. Support from CAGs.	Dependency - reliant on successful completion of earlier project phases	Jul-11	Waste Reduction Projects Group	
Policy 2 - The Oxfordshire Waste Partnership will lobby Central Government to focus on waste as an integral part of sustainable resource management.								
2.1	Issue joint responses to relevant Government consultations.	Joint consultation responses.	To respond to relevant consultations within their specified timescales.	Officer time (approx 3 days per consultation). Consultation with bodies such as LARAC, NAWDO, National Partnership Officers Group, LGA.	Staff Resources - ability to respond within the specified timescales.	-	Strategy Group	
2.2	Continue to lobby Government on the introduction of powers to charge for disposal under schedule 2 of the Controlled Waste Regulations 1992.	Cost savings and potential waste reduction as a result of the introduction of powers for Waste Disposal Authorities to charge premises listed in schedule 2 of the CWR 1992 for waste disposal.	To respond to relevant consultations within their specified timescales.	Officer time	Increased disposal costs resulting from failure to affect a change in legislation.	Mar-11	Strategy Group	LAA/NI 191 Residual waste per household.
Policy 3 - The Oxfordshire Waste Partnership will help householders and individuals to reduce and manage their wastes through the provision of advice and appropriate services.								
3.1	Implement revised Joint Waste Reduction & Reuse plan.(incl. home composting, smart shopping, real nappies etc)	Relevant and effective waste reduction policies, communications and actions.	Begin implementation of Joint Waste Reduction & Reuse plan by May 09.	To be identified within the new plan.	1. Resources - staff time to implement.	Apr-10	Waste Reduction Projects Group	LAA/NI 191 Residual waste per household.
3.2	Recruit local recycling champions to promote and "trouble-shoot" waste reduction, recycling & composting services.	Involvement of residents in the local promotion of services.	To recruit a further team of recycling champions by Jun 2011.	Officer time (approx. 15 days), plus support from the CAG project.	1. Failure to engage - limited take up. 2. Manageability - over subscription and limited support resources.	Jun-11	Waste Reduction Projects Group	
3.3	To continue to provide a local "Love food Hate Waste" campaign.	A campaign leading to a reduction in the amount of food thrown away.	To introduce a further promotional campaign by Jul 2010.	Officer time, comms plan budget allocation. Support from CAGs.	Limited impact due to poor take up by local media.	Jul-10	Waste Reduction Projects Group	LAA/NI 191 Residual waste per household.
3.4	Support Real Nappy week	Increased public awareness and usage of real nappies.	To promote and publicise the campaign by April each year.	Officer time, comms plan budget allocation	Limited impact due to poor take up by local media.	Apr-10	Waste Reduction Projects Group	

3.5	Support Recycle Now Week	Increased public awareness and participation in recycling schemes	To promote and publicise the campaign by June each year	Officer time, comms plan budget allocation	Limited impact due to poor take up by local media.	Jun-10	Waste Reduction Projects Group	
3.6	Support Compost awareness week	Increased public awareness and take up of composting.	To promote and publicise the campaign by May each year.	Officer time, comms plan budget allocation. Support from CAGs.	Limited impact due to poor take up by local media.	May-10	Waste Reduction Projects Group	
3.7	Support and further develop the Master Composter Programme	Maintenance and development of a network of Master Composter volunteers to provide information & advice to residents on composting and related issues.	To achieve at least 500 volunteer hours by 31 Mar 2011.	Officer time, comms plan budget allocation.	1. Failure to fully engage or motivate MC volunteers may limit potential impact of the project. 2. Impact on waste arisings is difficult to measure.	Mar-11	Waste Reduction Projects Group	LAA/NI 191 Residual waste per household.
3.8	Support and further develop the Community Action Group Project.	Maintenance and development of a network of volunteer Community Action Groups to provide information & advice to residents on waste reduction and related issues.	Through the CAG project, encourage and support a minimum of one hundred individual group events and activities by 31 Mar 2011.	CAG Officers' time, CAG project budget.	1. Failure to fully engage or motivate CAG volunteers may limit potential impact of the project. 2. Impact on waste arisings is difficult to measure.	Apr-11	Waste Reduction Projects Group	LAA/NI 191 Residual waste per household.
3.9	Revise and update OWP and Partner Council websites to improve the consistency of information provided.	More accessible and consistent website information for residents.	To review and update websites by Oct 2010.	Officer time and Information Systems Team support.	Residents may not fully understand or act upon waste reduction messages if they are not delivered clearly.	Oct-10	Waste Reduction Projects Group	
3.10	Continue to provide home composting bins to local residents (and renegotiate current supply agreements).	Waste reduction through home composting.	To supply at least 1000 home composting bins to residents per annum.	Officer time and access to a regional/consortia purchasing agreement.	Increased costs - more biodegradable waste requires collection, treatment and/or disposal if home composting rates decline.	Jun-10	Waste Reduction Projects Group	LAA/NI 191 Residual waste per household.
3.11	Work with the Environment Partnership to develop a comprehensive package of schools resources on environmental issues.	Better coordinated working with schools on environmental issues.	To package and promote schools resources on environmental issues by Mar 11	Officer time and support of key delivery partners such as the Northmoor Trust	Uncoordinated approaches compete for school's attention. Environmental messages not effectively provided to schools.	Mar-11	Waste Reduction Projects Group & OxCAN	
Policy 4 - The Oxfordshire Waste Partnership will encourage the controlled reuse and reclamation of items through the provision of advice and appropriate services.								
4.1	Support the CAG county wide swap shops.	Increase number and scope of swap shops and increase the amount of materials both reused & recycled.	To deliver support measures by Jan 11.	Officer time, comms plan budget allocation. Support of CAGs.	Capacity - demand may outstrip our capacity to support and deliver events.	Jan-11	Waste Reduction Projects Group	LAA/NI 191 Residual waste per household.
4.2	Introduce a pilot scheme involving a community reuse organisation in the collection and reuse of bulky household wastes.	Greater reuse and recycling of council bulky waste. Project findings may be applicable to other parts of the county.	To introduce a pilot scheme by Mar 11	Officer time, support from community sector group	Failure to find a community sector partner may result in failure to divert more bulky wastes from landfill.	Mar-11	Waste Reduction Projects Group	LAA/NI 192 Household waste recycled and composted.
4.3	Publish and maintain reuse guide (promoting voluntary sector organisations)	Waste reduction through signposting opportunities for reuse locally.	To publish a reuse guide by April 2010.	Officer time, Information Systems Team support for web publishing.	Existing reuse outlets are not used to their full potential	Apr-10	Waste Reduction Projects Group	
4.4	Explore development of a reuse shop at new WRC sites.	A central point for the bulking and possible sale of reusable items.	To determine the feasibility of a reuse shop by Dec 10	Officer time	A reuse shop may be found to be unfeasible, meaning that its potential for increasing reuse is not realised.	Dec-10	Waste & Recycling Operations Group	
Policy 5 - In accordance with regional policy, OWP will seek to reduce the growth of municipal waste across the county to 0% per person per annum by 2012.								

5.1	Continue to deliver a Countywide communications campaign promoting waste reduction, reuse & recycling services.	A communications campaign leading to a decrease in the amount of residual waste collected.	To have a communications plan for the 2010/11 period in place by April 2010.	Total comms plan budget provision of 164K per annum. OWP Communications Officer post.	Consistency - ability of Partner Councils to abide by OWP Media Protocol and key messages of the Communications Plan.	Apr-10	Waste Reduction Projects Group	
5.2	Implement the Dorchester on Thames zero waste place project.	Reduced waste arisings in Dorchester, with project findings potentially applicable to other communities.	To publish a project findings report by May 2010	CAG Officer and volunteer time, DEFRA ZWP external funding. OWP officer support	Local residents buy-in and support. Project measures fail to reduce waste.	May-10	Waste Reduction Projects Group	LAA/NI 191 Residual waste per household.
5.3	Support the development of waste prevention plans for the Bicester "Eco-Town" project.	A best practice/exemplar project on preventing waste within new communities.	To develop waste prevention plans by Mar 2011.	Officer time, start up growth funding from the Eco-town project.	The plans form part of the wider eco-town development and so are dependent upon the success of the wider proposal.	Mar-11	Waste Reduction Projects Group	
5.4	Explore the application of Zero Waste Place Standards to Oxfordshire Communities	Local communities accredited to the new ZWP standard.	To consider the development of an application for ZWP Standard accreditation for one or more Oxfordshire Communities by July 10.	Officer time and the support of the CAG project.	Dependent upon the interest and support of the local communities.	Jul-10	Waste Reduction Projects Group	
Policy 6 - The Oxfordshire Waste Partnership will provide an integrated system of collection and processing of household waste which will achieve, as a minimum: By 31 Mar 2010: recycle or compost at least 40% of household waste; By 31 Mar 2015: recycle or compost at least 45% of household waste; By 31 Mar 2020: recycle or compost at least 55% of household waste.								
6.1	Continue to increase on-street recycling systems.	More on-street recycling facilities in the county's main centres of population.	Each partner council to introduce at least one additional on-street recycling facility by Mar 2011.	Approx £500 for purchase and installation of each bin. Costs to be met by each Partner Council.	1. Siting - Conservation area issues. 2. Resources - cost of purchasing and installing containers, fit with cleansing/operations. 3. Quality - contamination issues.	Mar-11	Waste & Recycling Operations Group	LAA/NI 192 Household waste recycled and composted.
6.2	Continue a programme of WRC refurbishment.	Refurbishment of a further WRC (Redbridge, Oxford).	To complete refurbishment by Mar 2011.	Capital programme budget at OCC.	Sites may have to be closed during refurbishment. This may result in increased fly-tipping and reduced levels of recycling.	Mar-11	OCC Service Delivery Team	
6.3	Implement policies to reduce illegal deposit of trade waste within domestic waste streams	A reduction in the amount of trade waste entering domestic waste streams.	Introduce trade waste reduction policies and plans by April 2010.	Officer time & member approval of policy implementation.	Adverse publicity surrounding enforcement of new policies. Policies need to be considered reasonable and fit for purpose.	Apr-10	Waste & Recycling Operations Group & Env Quality and Cleanliness Group	LAA/NI 191 Residual waste per household.
6.4	Support the introduction of Alternate Week Collection (AWC) schemes within Vale of White Horse (VOWH) and West Oxfordshire District Councils (WODC).	Increased recycling & composting and reduced waste disposal as a result of new collection schemes in VOWH and WODC.	All Waste Collection Authorities to provide AWCs by Dec 2010.	Officer time, Comms budget.	Public participation and support for new collection schemes.	Dec-10	Strategy Group	LAA/NI 192 Household waste recycled and composted.
6.5	Introduce food waste collections to schools whose waste is managed by partner councils.	Diversion of schools food waste from landfill.	Introduce provision for food waste collections from schools by Mar 11.	Officer time, possible budget implications for partner councils.	1. Increased food waste processing costs falling to the County Council. 2. Growth to district council collection rounds.	Mar-11	Waste & Recycling Operations Group	LAA/NI 192 Household waste recycled and composted.
Policy 7 - OWP will ensure that recycling facilities and services are available to all residents.								

7.1	Expand the number of recycling facilities provided at flats.	More material collected for recycling from flats.	To implement recycling systems at all flats by Mar 2011.	Approx £500 for purchase and installation of each site. Costs to be met by each Partner Council.	Increased collection costs.	Mar-11	Waste & Recycling Operations Group	LAA/NI 192 Household waste recycled and composted.
7.2	Introduce food waste collections for flats	Food waste collections provided at flats.	To introduce food waste collections to flats in each district by Mar 2012.	District council revenue budget allocation.	1. Additional collection costs. 2. Possible increase in contamination levels.	Mar-12	Waste & Recycling Operations Group	LAA/NI 192 Household waste recycled and composted.
7.3	Sign up to the WRAP/LGA waste collection commitment	All Oxon authorities committed to high service quality as set out on the Waste Collection Commitment.	All authorities to sign up to the WRAP LGA waste collection commitment by June 2010	Officer time, support from contractors, operational teams and call-centre staff.	Adverse public opinion if commitment standards are not met.	Jun-10	Waste & Recycling Operations Group	
Policy 8 - The Oxfordshire Waste Partnership will encourage householders and businesses to separate waste for recycling collections by providing targeted information and awareness raising campaigns.								
8.1	Provide recycling collection services to commercial waste customers.	A greater number of commercial waste customers receive a waste recycling service.	To ensure that all commercial waste customers have recycling systems in place by Mar 2011.	Start up costs to be determined by each Partner Council. Aim for schemes to become revenue neutral.	1. Take up by commercial customers. 2. Changes to legislation and market trends.	Mar-11	Waste & Recycling Operations Group (Trade Waste sub-group)	
8.2	Reduce the amount of residual waste collected per customer for commercial waste collection services.	Reduced residual waste collected per customer.	To achieve an overall reduction average of 10% of residual waste per customer by Mar 2011 (based on 2008/09 figures).	Officer time and availability of commercial waste recycling schemes.	Take up of recycling initiatives by customers.	Mar-11	Waste & Recycling Operations Group (Trade Waste sub-group)	
8.3	Work with estate agents, local authority private housing departments and landlords to increase recycling participation in rented accommodation.	Increased recycling participation from rented properties.	To engage with local estate agents and major landlords on this issue by Jan 11.	Officer time and support from estate agents and landlords.	Failure to engage with estate agents and landlords results in below average recycling levels in rented properties.	Jan-11	Waste Reduction Projects Group	LAA/NI 191 Residual waste per household. LAA/NI 192 Household waste recycled and composted.
8.4	Promote green waste composting opportunities for waste from small businesses.	Increased green waste composting of Commercial & Industrial waste.	To publish and promote details of current green waste composting opportunities for small businesses by Jul 10.	Officer time and information from the Environment Agency.	Failure to identify and promote affordable and convenient green waste composting options for small businesses results in more waste being landfilled.	Jul-10	Waste & Recycling Operations Group (Trade Waste sub-group)	
8.5	Introduce commercial food waste collections within Oxford City.	Collections of commercial food waste for AD/IVC treatment.	Introduce commercial food waste collections within Oxford City by Oct 10.	Officer time, possible consultancy support	Feasible collection system cannot be established, resulting in commercial food waste being landfilled.	Oct-10	Waste & Recycling Operations Group (Trade Waste sub-group)	
Policy 9 - The Oxfordshire Waste Partnership will provide a system for recovering value from residual wastes in order to meet LATS targets.								
9.1	Procure and construct a residual waste treatment facility to meet the medium to long term requirements of the Landfill Allowance Trading Scheme.	Procurement of a waste treatment facility for Oxfordshire's residual waste.	To reach contract close by April 10.	Procurement project team comprising OCC Officers and OWP Coordinator, plus technical support. Project costs are met by OCC.	A separate risk register is maintained for this project.	Apr-10	OCC & OWP	

9.2	Procure interim treatment of residual wastes to replace current southern area disposal contract.	Interim arrangements for the treatment of residual waste ahead of the longer term residual waste treatment contract.	To procure interim residual waste treatment capacity by June 2011	Officer time (largely OCC)	Failure to divert residual waste from landfill leads to additional costs and potential LATS fines. Failure to provide residual waste management facilities would be a breach of the WDA's statutory duty.	Jun-11	OCC Service Delivery Team & Waste & Recycling Operations Group.	
Policy 10 - The Oxfordshire Waste Partnership will ensure optimum use of landfill void.								
10.1	Introduce enforcement policies to support the reduction of residual waste & the introduction of AWCs.	Enforcement policies used by partner councils to support the reduction of residual waste/ support AWCs.	Introduce a range of relevant policies by Oct 10.	Officer time & member support.	1. Negative publicity. 2. Insufficient resources to enforce new policies.	Oct-10	Env Quality and Cleanliness Group	LAA/NI 191 Residual waste per household.
Policy 11 - The Oxfordshire Waste Partnership will seek to provide waste management services for specialised, potentially polluting material streams, such as hazardous waste and WEEE, which meet and exceed legislative requirements.								
11.1	Develop a hazardous waste management strategy or plan.	A plan for the management of hazardous waste strategy.	To produce a hazardous waste strategy by Oct 10	Officer time and possible external technical support.	1. Insufficient officer time/resources.	Oct-10	Waste & Recycling Operations Group	
11.2	Promote new take-back recycling schemes to be provided by producers under the Battery Regulations 2009	Increased recycling provision for disposable batteries.	To publicise new schemes (such as Battery back and in-store collection points) in consultation with local retailers by April 10.	Officer time and feedback from retailers on location of recycling points.	1. Retailers may not provide recycling points in all stores - poor communication with retailers may result in inaccurate public information on the location recycling points.	Apr-10	Waste Reduction Projects Group	LAA/NI 191 Residual waste per household. LAA/NI 192 Household waste recycled and composted.
11.3	Explore increased recycling provision for low energy lightbulbs.	Work to increase recycling provision for low energy lightbulbs.	To explore the potential for increased low energy lightbulb recycling collection points by Jul 10.	Officer time	Failure to identify opportunities for recycling low energy lightbulbs results in a hazardous waste being landfilled.	Jul-10	Waste & Recycling Operations Group	
Policy 12 - The Oxfordshire Waste Partnership, working with the Waste Planning Authority, will ensure that waste facilities are suitably sized and distributed with the aim of minimising the transport of waste. Facilities will be well related to areas of population, given the environmental and amenity constraints, and the availability of suitable sites.								
12.1	Implement recommendations from gap analysis of WRC and WCA services.	A coordinated suite of collection & reception facilities for Oxfordshire's household waste.	Complimentary WRC and Collection services in place across Oxfordshire by Mar 2011.	Officer time.	Contractual or budgetary constraints mean that recommendations are not implemented.	Mar-11	Waste & Recycling Operations Group	
12.2	Support the Waste Planning Authority with the development of the Waste Development Framework.	Waste Development Framework that accords with the Joint Municipal Waste Management Strategy.	N/A.	Officer time.	Insufficient communication with the WPA may result in a WDF that does not fully accord with the JMWMS.	Timetable will be determined by the WDF process.	Strategy Group	
Policy 13 - The Oxfordshire Waste Partnership will assist the development of local markets for recovered materials.								
13.1	Explore the potential for residents and local community to buy back composted garden waste.	Recommendations on the viability of providing outlets for the compost.	To form recommendations by Jul 10.	Support of composting contractor(s) and possibly retail outlets.	Bagging and sale of compost may not be cost effective. Dependent on the support of the composting contractor.	Jul-10	Waste Reduction Projects Group	
13.2	Promote local repair, hire and reuse businesses and organisations through the development of an on-line directory.	Increased reuse activity through an on-line directory advertising repair and reuse organisations.	To achieve a minimum of 1000 visits to the reuse on-line directory by 31 March 2011	Officer time and support from Information Systems colleagues to establish the on-line guide.	Increased demand - ability of sector to respond to increased demand/workloads.	Mar-11	Waste Reduction Projects Group	

13.3	Use retrader website to promote the exchange of waste materials/resources between local businesses.	Increased reuse of trade waste facilitated by the Retrader web site.	To facilitate a minimum of 300 exchanges by Jul 2011 and divert 1000 tonnes of waste from landfill.	Officer time, BREW centre grant funding for officer post and website development. £10k OWP match funding.	Website is not used by businesses.	Mar-11	Waste Reduction Projects Group	
Policy 14 - The Oxfordshire Waste Partnership will develop methods of working together to improve the level of service through effective and efficient use of resources within Oxfordshire.								
14.1	Implement the agreed OWP communications plan.	Residents and other identified stakeholders have a greater awareness of OWP.	Detailed within the Communications plan.	Total comms plan budget provision of 164K per annum. OWP Communications Officer post.	1. Media interest. 2. Consistency - ability of Partner Councils to abide by OWP Media Protocol and key messages of the Communications Plan.	Ongoing	OWP Communications Officer & Waste Reduction Projects group.	
14.2	Support the Wild Waste Show in identifying and securing funding for a replacement bus.	Funding for a replacement bus when the current vehicle reaches the end of its operational life.	To secure funding for a replacement vehicle by mar 2011.	Officer time	Failure to identify and secure sufficient funds.	Mar-11	Waste Reduction Projects Group	
14.3	Work with the Environment Partnership to integrate waste management within the climate change agenda.	Waste management viewed as an important part of reducing the effects of climate change, greater partnership working on environmental issues.	To develop coordinated action plans for the Environment & Waste Partnership by Feb 2011.	Officer time and member support.	Manageability of including all environmental & waste issues within a single action plan	Feb-11	Strategy Group	
14.4	Commence five year review of Joint Municipal Waste Management Strategy (JMWMS).	A revised JMWMS that reflects current national and local priorities.	To develop a revised draft JMWMS for consultation by Mar 2012.	Officer time, possible consultancy support	Failure to gain agreement on revised strategy	Mar-12	Stategy group	
14.5	Greater partnership working between Waste Collection Authorities and Waste Disposal Authority on enforcement action at Waste Recycling Centres	Financial savings through a reduction to the amount of commercial waste being disposed of as household waste at Waste Recycling Centres.	To develop plans for joint working on enforcement action at WRCs by Oct 2011	Officer time and support of WRC site staff.	Shortage of staff time/resources to take on enforcement work at WRCs	Oct-11	Env Quality and Cleanliness Group	
14.6	Review and clarify key public messages on waste reduction.	Clear and consistent communications on waste reduction.	To develop and agree key waste reduction messages by June 2010	Staff time and support from communications officers	Failure to agree and to consistently apply key messages.	Jun-10	Waste Reduction Projects Group	
Environmental Quality & Cleanliness								
15.1	Continue the countywide campaign to reduce fly-tipping.	A communications and enforcement based campaign to deter fly-tipping.	To implement a refreshed campaign from Aug 10.	OWP Communications budget, officer time	Effectiveness - take up by local media and resonance with members of the public.	Aug-10	Env Quality and Cleanliness Group	LAA/NI 196 Improved street and environmental cleanliness – fly tipping.
15.2	Continue and develop an anti litter campaign targeting young people.	A campaign targeting youth groups resulting in increased awareness and decreased occurrences of littering.	To implement a campaign by Jan 11.	Officer time, comms plan budget allocation. Support of Wild Waste Show.	1. Effectiveness - take up of campaign message by schools and youth groups. 2. Officer resources to deliver the campaign.	Jan-11	Env Quality and Cleanliness Group	LAA/NI 195 Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting).

15.3	Continue promotional campaigns to reduce the number of cigarette butts littered.	Promotional campaign(s) to reduce littering.	To deliver a promotional campaign by July 2010.	Officer time and communications budget.	Effectiveness - take up by local media and businesses.	Jul-10	Env Quality and Cleanliness Group	LAA/NI 195 Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting).
15.4	Develop multi-agency approach to enforcement (working with the police, trading standards and Environment Agency and British Transport Police)	An integrated approach to environmental enforcement.	To deliver an integrated enforcement campaign by Oct 2011	Support from relevant partner organisations	Failure to gain support of other agencies. Manageability - complexity of organising a multi-agency approach	Oct-11	Env Quality and Cleanliness Group	
15.6	Improve partnership working with OCC Highways and the Highways Agency on the cleaning of fast roads.	Improved cleanliness standards on fast roads.	To achieve a 5% reduction in the number of complaints relating to litter on fast roads	Officer time and support from OCC Highways, the Highways Agency and their appointed contractors.	1. Increased costs. 2. Failure to work effectively with Highways Authorities and contractors. 3. Change of contractor may result in previous agreements and relationships being lost.	Jul-11	Env Quality and Cleanliness Group	LAA/NI 195 Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting).